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PATENT
Attorney Docket No. 001

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Maurice J. Fitzgerald II
Maurice Fitzgerald

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

William Wanker

Serial No.: 09/290,006

Filing Date: April 11, 1999

For: CUSTOMIZABLE ELECTRONIC
COMMERCE SYSTEM AND METHOD

Examiner: Nguyen, T.

Group Art Unit: 2172

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JAN 13 2004

Technology Center 2100

RESPONSE TO THIRD OFFICE ACTION

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

Applicant respectfully responds to the third Office Action mailed on _____, 2003.

This response was mailed by first class mail on January ____, 2004.

Claims 1-35 are pending in the application.

AMENDMENT

Please amend the following claims.

- B1
1. (Amended Once) In a online comparison system, a method of ranking prospective merchants comprising:
receiving information related to a potential consumer purchase;

01/09/2004 JBALINAN 00000043 09290006

01 FC:2202
02 FC:2201

117.00 OP
129.00 OP